

**NTPAW 2011**  
**Preliminary Event Agenda**  
**Aug. 15-18, 2011**  
**Updated: Oct. 4, 2010**

Date	Day	Start Time	End Time	Function	Room	Presenter(s)
				<b>Monday's events</b>		
8/15/2011	Monday	1 p.m.	5 p.m.	Registration	2 <sup>nd</sup> floor foyer	
8/15/2011	Monday	4 p.m.	5:30 p.m.	Executive Committee meeting	Salon A	
8/15/2011	Monday	6 p.m.	7:30 p.m.	Networking reception	Salon D	
				<b>Tuesday's events</b>		
8/16/2011	Tuesday	7 a.m.	5 p.m.	Registration open	2 <sup>nd</sup> floor foyer	
8/16/2011	Tuesday	7 a.m.	8:30 a.m.	Breakfast	Salon E	
8/16/2011	Tuesday	7 a.m.	8 a.m.	Executive Committee meeting	Salon A	
8/16/2011	Tuesday	8:30 a.m.	9:45 a.m.	Opening General Session <ul style="list-style-type: none"> <li>• Welcome by host state</li> <li>• Opening remarks by the subcommittee chair or vice-chair</li> <li>• AASHTO remarks</li> </ul>	Salon D	<ul style="list-style-type: none"> <li>• Director of the Iowa Department of Transportation's Office of Multimedia Services Dena Gray-Fisher</li> <li>• Secretary of the Washington State Department of Transportation Paula Hammond or Missouri Department of Transportation's</li> </ul>

						Director of Community Relations Shane Peck <ul style="list-style-type: none"> <li>• AASHTO representative</li> </ul>
8/16/2011	Tuesday	9:45 a.m.	10:00 a.m.	Coffee break		
8/16/2011	Tuesday	10:00 a.m.	11:30 a.m.	Roll call of states (Includes slide show of historic transportation trivia from each state) <ul style="list-style-type: none"> <li>• Each state will be given 3 minutes to share a tip from a project that helped lead to its success.</li> </ul>	Salon D	
8/16/2011	Tuesday	11:30 a.m.	12:30 p.m.	Luncheon	Salon E	
8/16/2011	Tuesday	1 p.m.	1:45 p.m.	Concurrent breakout session A	Salon B	
8/16/2011	Tuesday	1 p.m.	1:45 p.m.	Concurrent breakout session B	Salon C	
8/16/2011	Tuesday	2 p.m.	3 p.m.	Concurrent breakout session A	Salon B	
8/16/2011	Tuesday	2 p.m.	3 p.m.	Concurrent breakout session B	Salon C	
8/16/2011	Tuesday	3 p.m.	3:15 p.m.	Coffee break		
8/16/2011	Tuesday	3:15 p.m.	4 p.m.	NTPAW business meeting <ul style="list-style-type: none"> <li>• Year-long subcommittee opportunities and resources (Linked In, Web site, E-mail exchange, participation in monthly teleconferences)</li> <li>• Meet current officers, regional representatives, site selection committee, awards contest administrator</li> <li>• Election of regional representatives to fill</li> </ul>	Salon D	

				vacancies		
8/16/2011	Tuesday	4 p.m.	5 p.m.	Site Selection Committee meeting	Salon A	
8/16/2011	Tuesday	6 p.m.	...	Evening on your own		
				<b>Wednesday's events</b>		
8/17/2011	Wednesday	7 a.m.	5 p.m.	Registration	2 <sup>nd</sup> floor foyer	
8/17/2011	Wednesday	7 a.m.	8 a.m.	Breakfast	Salon E	
8/17/2011	Wednesday	7 a.m.	8 a.m.	Executive Committee meeting	Salon A	
8/17/2011	Wednesday	8 a.m.	9:30 a.m.	General session – keynote speaker	Salon D	
8/17/2011	Wednesday	9:30 a.m.	10 a.m.	Coffee break		
8/17/2011	Wednesday	10 a.m.	10:45 a.m.	Concurrent breakout session A	Salon B	
8/17/2011	Wednesday	10 a.m.	10:45 a.m.	Concurrent breakout session B	Salon C	
8/17/2011	Wednesday	11 a.m.	11:45 a.m.	General session – keynote speaker	Salon D	
8/17/2011	Wednesday	12 p.m.	1:30 p.m.	NTPAW Awards Luncheon – Will be Tweeted	Salon E	
8/17/2011	Wednesday	2 p.m.	2:30 p.m.	Buses loading at front entrance of hotel		
8/17/2011	Wednesday	2:30 p.m.	5:30 p.m.	Iowa historical transportation tour at Living History Farms		
8/17/2011	Wednesday	6 p.m.	8 p.m.	Iowa's rich transportation history and archival preservation presentation and dinner from the Iowa Machine Shed		Dena Gray-Fisher, director, Iowa Department of Transportation's Office of Multimedia Services
				<b>Thursday's events</b>		
8/18/2011	Thursday	7 a.m.	8:30 a.m.	Breakfast	Salon E	
8/18/2011	Thursday	8:30 a.m.	12 p.m.	General session – conference business <ul style="list-style-type: none"> <li>Executive Committee announcement of selection of new executive team member, Awards and Program committees</li> </ul>	Salon D	Awards committee chair

				members and regional representatives <ul style="list-style-type: none"> <li>• Announcement of selection of 2013 host state</li> <li>• Presentation by 2012 host state</li> <li>• Closing remarks</li> </ul>		
--	--	--	--	---	--	--

### Possible topics:

- Two general sessions:
  - Meet the author, Max Allan Collins is an American mystery writer who has been called “mystery’s Renaissance man.” He has written novels, screenplays, comic books, comic strips, trading cards, video games, jigsaw puzzles, songs, short stories, movie novelizations and historical fiction. He took over writing the Dick Tracy comic strip from creator Chester Gould. He wrote books to expand on the Dark Angel, CSI and CSI: Miami, Criminal Minds and Bones TV series. He also co-founded the International Association of Media Tie-in Writers, an organization for writers of tie-ins and novelizations. In addition to this work as a writer, Collins has also written and directed four movies; all four were produced on location in Collins’ hometown of Muscatine, Iowa. Collins studied in the Iowa Writers’ Workshop at the University of Iowa. He has used the pen names Barbara Allan and Patrick Culhane. Collins lives in Muscatine, with his wife, writer Barbara Collins. Web site: <http://www.maxallancollins.com/blog/>; E-mail: [macphilms@hotmail.com](mailto:macphilms@hotmail.com)
  - Supervisors’ Conference speaker – Steve Siemens, Mr. People Builder
- Six concurrent breakout sessions (balance between Iowa and other states)
  - Future – Highway funding: mileage-based taxation - Nevada DOT, Meg Mincolla, public information officer, 775-888-7172
  - Web writing boot camp: How to write blog postings, Tweets and Web pages that engage
  - Setting quantifiable objectives: The Key to proving PR value and building the business case for PR – Chris Lippincott, Texas DOT, 512-463-9957 or [clippin@dot.state.tx.us](mailto:clippin@dot.state.tx.us)
  - “Newsworthiness” in the New Media Landscape: Ways to go from Snooze to News
  - Conquering the 24-second news cycle: working at the speed of new media
  - The return on investment of creativity: graphic arts

- Building community relationships: overcome opposition and gain community consent – Panel presentation: Tennessee, Missouri
- “Green” transportation, Iowa’s passenger rail project – Tamara Nicholson
- Safe Routes to School, walkable communities – Kathy Ridnour
- Hoover Dam bridge
- A first and lasting impression, Iowa’s new generation rest areas – Mark Masteller
- Magazine publishing – Meredith
- Branding – AE
- The ‘epidemic’ of distracted driving – Panel presentation, AAA, Gail Weinholzer and others
- Channel One Network – Kyle Nathan
- Safe Kids Coalition – Kathy Leggett (Partnering with grassroots coalitions to get legislation passed)